

STATE OF THE CITY

CALIFORNIA

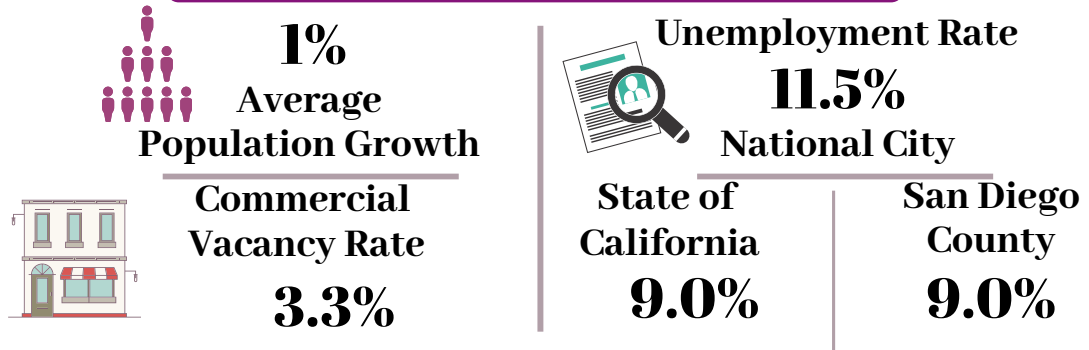
NATIONAL CITY

1887

INCORPORATED

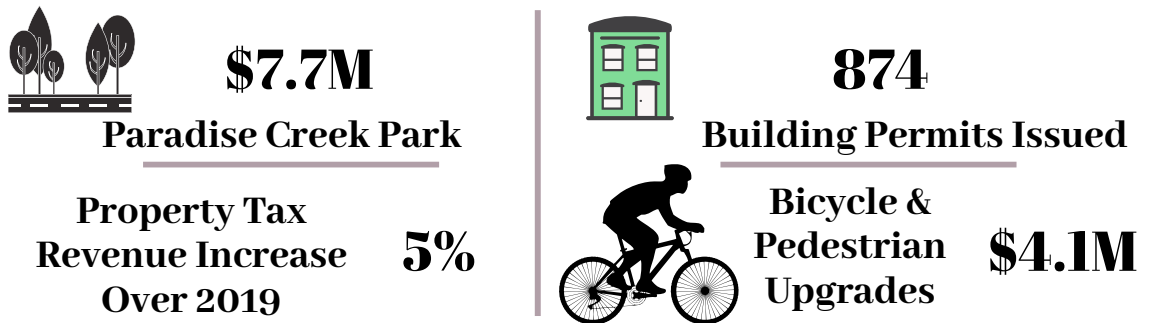
March 25 2021

ECONOMIC INDICATORS



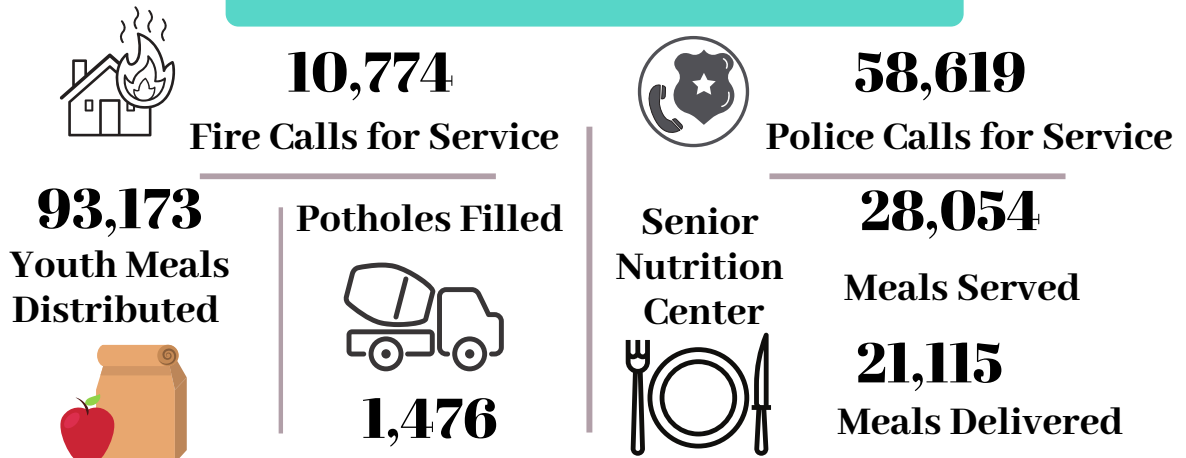
3,449 Business Licenses

CITY OPERATIONS



\$104.5M 2020/2021
Total Operating Budget

CITY SERVICES



\$21.7M Total Grant Awards

Together We Celebrate

Highlights of some of the City's many accomplishments in 2020

Balanced Budget & Economic Development

- Awarded \$200,000 in COVID-19 Forgivable Small Business Loans
- COVID Response Strike Team (Fire Administration & Code Enforcement) distributed 306 Small Business Toolkits to restaurants and businesses
- Received Distinguished Budget Presentation Award
- Received Certificate of Achievement for Excellence in Financial Reporting

Communications & Outreach

- Responded to 2,297 online customer service requests (National City Connect)
- Followers increased on all of our social media platforms. 7,291 Facebook, 2,864 Twitter and 1,743 Instagram
- Increased e-newsletter distribution by 1,214 for a total of 3,475
- 13 virtual regular city council meetings, 17 special city council meetings with approximately 500 e-Comments

Health, Environment & Sustainability

- Awarded \$1.8 million Federal CARES Act CDBG-CV funding for COVID- services
- Vaccinated 1,300 people in the Fire Departments' Community flu vaccination clinic
- Partnered with Olivewood Gardens to open the Paradise Creek Community Garden
- Provided 225 free meals weekly to youth through Feeding San Diego partnership
- 72% increase in senior home delivered meals

Housing & Community Development

- \$464,017 in Federal CARES Act
 - * 853 residents received COVID testing (San Ysidro Health)
 - * 107 utility assistance provided
 - * 101 workforce development services
 - * virtual literacy services, fair housing and tenant landlord mitigation
- \$557,904 in HOME funds for COVID rental assistance
- Removed abandoned/unsafe vehicles 147
- Incidents of graffiti removed 11,745

Parks & Recreation

- Community Center Admissions 11,271
- Special Event Attendance 896
- Lap Swim, Recreational Swim, Team Rentals 14,809
- Nutrition Center Senior meals served 28,054
- Nutrition Center meals delivered 21,115
- Emergency youth meals distributed 93,173

Library

- Materials checked out and curbside pickup 24,934
- Issued e-library cards 2,627
- Secured \$85,000 in grant funds to create a technology lending program

Public Safety / Fire & Police

- Fire Calls for service 7,682
- Fire inspections completed 599
- Weed abatement inspections 360
- 2,000 N95 masks distributed
- Crime rate remains at historic low
- Calls for Police Service 58,619
- New Police Officers hired 4
- Volunteer hours at Police Department 538
- Updated the dispatch/communication center emergency 911 system including the ability to receive text 911 messages

Transportation Choices & Infrastructure

- Competitive grant awards \$21.7 million
- Paradise Creek Park Project \$7.7 million
- Paradise Valley Creek Water Quality and Community Upgrades \$3.7 million
- Euclid Avenue Bicycle and Pedestrian Enhancements Project \$4.1 million
- Completed the Integrating Neighborhoods with Transportation Routes for All Connections (INTRACONnect) Project "10-minute neighborhoods"
- Trees trimmed 2,493
- Potholes filled 1,476
- Sewer lines cleaned 254,318 linear feet

Our Core Values

**We pledge to provide *Customer Service*
through a *Culture* of...**

Courtesy

We treat everyone with dignity and respect.

Collaboration

We work to achieve common goals and value our differences.

Communication

**We communicate openly, honestly, and with clear, consistent messages.
with a *Commitment* to our *Community*!**



Mayor

Alejandra Sotelo-Solis

Vice- Mayor

Jose Rodriguez

Council Members

Marcus Bush - Ron Morrison - Mona Rios

Brad Raulston, *City Manager*

Tony Winney, *Assistant City Manager*

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**TOGETHER
WE
CAN!**